

62.31 Index



SPRING 1954

Fruit and Flowers



for Body and Soul

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HILLENMEYER NURSERIES LEXINGTON KENTUCKY

Return Postage Guaranteed

ASPARAGUS

WASHINGTON. This is the best known variety. It is a strong grower, producing stocks of large size and of finest quality. The fact that it is rust-resistant makes it the ideal Asparagus for all. Our plants, produced on heavy soil, are superior to the little seedlings grown in sand. Every plant is graded and are large, fleshy roots that, with proper care, will be ready to cut the second year. Our freshly dug plants will grow much better than those which are shipped in. **Strong plants: 25 for \$1.75; 50 for \$2.75; 100 for \$4.50.**

Ask for prices on larger quantities.

BLACKBERRIES

Though thorny and requiring more space, they are desirable in every large garden. Plant 2 feet apart in rows 5 to 6 feet apart. 25 to 50 plants for ordinary family. You will be pleased with the varieties we offer.

- **ALFRED.** Large, jet-black, juicy, late. **12 for \$1.75; 25 for \$3.00; 100 for \$10.00.**
- **EARLY HARVEST.** Early. Medium size. Prolific. We like it best. **12 for \$1.95; 25 for \$3.00; 100 for \$10.00.**

CURRANTS

- **RED LAKE.** By far the most productive of the many kinds we have tested. Color a brilliant red; large berries borne in long clusters along the stems; quality excellent. The white varieties have proved worthless in this climate. **Price: Each 50c; 3 for \$1.35; 10 for \$4.00.**

DEWBERRIES

We consider Lucretia the best Dewberry, making a very vigorous growth and fruiting early. The berries are large, jet-black, and of fine flavor. May be allowed to develop on the ground or trained, in either case producing large crops. **12 for \$1.75; 25 for \$3.00; 100 for \$10.00.**

GOOSEBERRIES

- **DOWNING.** Fruit almost round, large, and juicy; best quality; whitish green color.

- **HOUGHTON.** Round, medium size dark red when ripe; juicy, sweet. Thin smooth skin. Bush is hardy, very productive, free from mildew, and the best for general purposes in this section.
- | | | | |
|-----------------------------|---------------|---------------|---------------|
| | Each | 3 | 10 |
| Either variety | \$0.50 | \$1.35 | \$4.00 |

GRAPES

The most reliable of all fruits. If properly planted, trained and pruned, will last a lifetime. Select a location away from large trees and where they can remain for years. Varieties offered have been tested and proved satisfactory for this section.

Black Grapes

- **Concord.** Best all-around Grape.
- **Fredonia.** New. Mid-season. Excellent.
- **Moore's Early.** Best early black.
- **Sheridan.** A late Improved Concord.

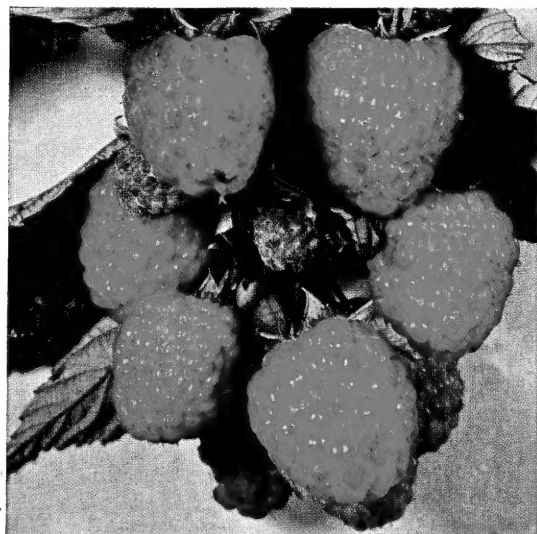
White Grapes

- **Niagara.** Best white.
- **Portland.** Best early white.

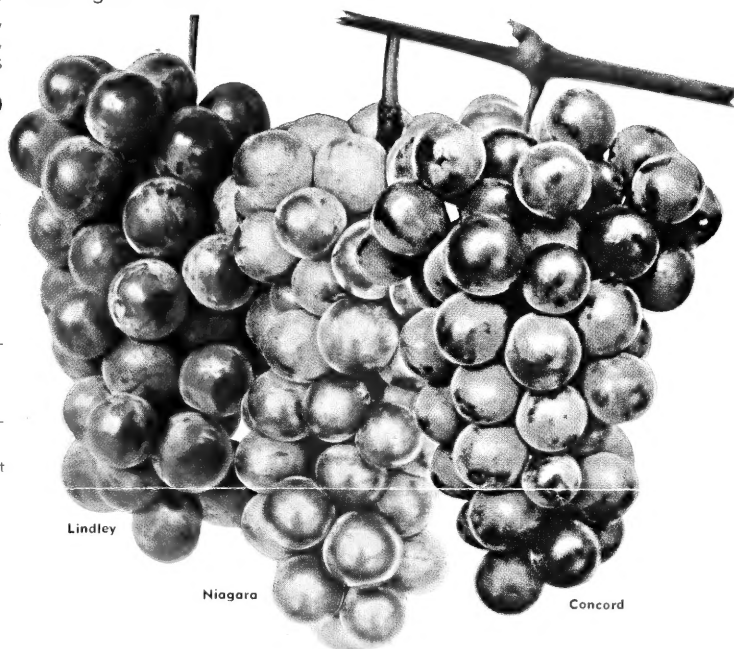
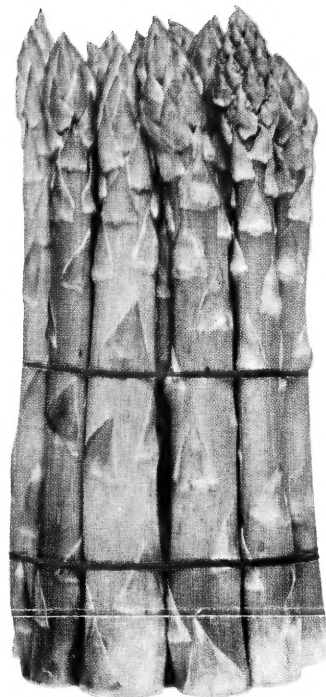
Any of the Grapes: Strong, two-year vines, 40c each; \$1.75 for 5; \$12.00 for 50.

Red Grapes

- **Caco.** Medium size. Excellent quality.
- **Catawba.** Best late.
- **Lindley.** Delicious. Mid-season.
- **Lutie.** Best early. Sweet and juicy.



Red Raspberries



RASPBERRIES

Should be in every home garden. Require limited space and produce an abundance of the finest fruit. Set 2 feet apart; rows 4½ to 5 feet apart. 50 to 100 plants for ordinary family. We have tested almost all kinds and offer the best.

- | | | | | | | | |
|---|---------------|---------------|----------------|------------------------------------|---------------|---------------|----------------|
| | 12 | 25 | 100 | | 12 | 25 | 100 |
| → Cumberland. Best black. | \$1.75 | \$3.00 | \$10.00 | → Sunrise. Outstanding red. | \$1.75 | \$3.00 | \$10.00 |
| → Indian Summer. New everbearing | 1.75 | 3.00 | 10.00 | → Latham. Red; standard. | 1.75 | 3.00 | 10.00 |

Quotations on larger quantities.

RHUBARB

EXCELSIOR. Very early, with long stems. Plants vigorous and dependable. **Price: Each 30c; 10 for \$2.50; 100 for \$15.00.**

MacDONALD. Bright high quality Canadian variety, mildly acid. Takes less sugar. Raised from divisions rather than seed. The best. **Each 60c; 5 for \$2.50.**

Plant Rhubarb 4x3 feet, covering crowns not over 3 or 4 inches.

For Postage, Packing and Insurance, Add 15% on All the Above Varieties



Poinsettia



FRANCIS XAVIER HILLENMEYER
FOUNDER

Never has there been a time when America needed to get closer to Mother Earth than now. Other than vegetables and fruits you need that inspiration that only a Rose can give. From early June until frost their endless pageantry of color, fragrance and form, entrance the inmost recesses of our souls to give courage and perseverance to carry out the sacred task which is before us.

Many Roses which succeed in the North and other parts of the country do not do so well in Kentucky. Almost every Rose listed has been tested on our grounds and proved satisfactory and dependable. We have discarded or do not carry many which will be described favorably in other lists. Why spend money and time on doubtful kinds when you can buy our proved Roses? If prop-

ROSES

Spring
1954

"To Cultivate a Garden is to Walk with God" — Bovee



Editor
McFarland

McGredy's
Ivory

Pres.
Hoover

Etoile de Hollande

Radiance

Girona

Mrs. P. S. Dupont

Sœur
Therese

Crimson
Glory

Lulu

Tried and Tested Rose Group

PINK

EDITOR McFARLAND. We think this the finest deep pink garden Rose grown today. Its pointed buds on nice long cutting stems last longer and retain their form wonderfully well. Plants healthy and bloom freely.

LULU. Slender dainty buds of coral-apricot. An outstanding Rose and a prolific bloomer.

MRS. CHARLES BELL. A beautiful shell-pink sport of the well known Radiance. Vigorous, healthy and should be in every Rose garden.

PICTURE. Splendidly formed, medium sized flowers of velvety rose-pink, the petals pleasingly reflexed. Well named, as both form and color are very lovely. A fine cutting Rose unusually free blooming.

RADIANCE. Globular, cupped flowers of two-toned pink, light silvery tone on the inside and deeper on the outside. Vigorous and free blooming. Deliciously fragrant. The standard pink Rose of the world.

THE DOCTOR. Beautiful glowing silvery pink with satiny edges. Extra large bud and blossom which is delightfully fragrant. One of our favorites.

RED

CHRISTOPHER STONE. Bright velvety scarlet flowers of good form, opening to show its golden stamens; fragrant. A magnificently beautiful Rose. Vigorous, upright grower.

CRIMSON GLORY. Formerly a patented variety, but now can be had at regular price. Glorious crimson flowers, shaded deep red, and mellowed by a velvety nap. Has consistently been rated as one of the ten most popular Roses.

ETOILE DE HOLLANDE. One of the finest red Roses. Large crimson flowers of velvety finish and especially fine fragrance. Plants branching with healthy foliage. Should be in every Rose garden.

POINSETTIA. A dazzling brilliant red Rose. Well shaped, high-centered buds of velvety texture on long stems.

RED RADIANCE. A sport of Radiance and exactly like its parent except in color, which is a deep shade of red. Blooms until frost and one of the best all-around red Roses in existence.

YELLOW

GOLDEN DAWN. Large, double flowers of lemon-yellow, nicely formed and deliciously fragrant. Spreading plants with attractive disease resistant foliage.

McGREDY'S YELLOW. Unfolding canary-yellow flower of excellent form with a mass of golden anthers beautifying the center of the flower. Vigorous bush with dark green foliage. Stands heat well.

MRS. FIERRE S. DUPONT. Nicely formed buds and double flowers of rich reddish gold, almost orange in the depths of the petals. Spicy fragrance. Foliage is ornamental, healthy and disease resistant. Recommended highly.

SOEUR THERESE. Semi-double, cupped flowers of golden yellow. Buds long pointed with markings of carmine. Sweetbriar fragrance. Good foliage, strong grower and one of the finest yellow Roses.

WHITE

K. A. VICTORIA. Creamy buds and perfect, snow-white blooms tinted lemon-yellow at center; fragrant. A perfect white Rose.

McGREDY'S IVORY. Lovely flowers of creamy white, merging into yellow at the base.

PEDRALBES. Large creamy white bud, becomes lighter as it opens into pure white with yellow center.

TWO-TONED

COUNTESS VANDAL. Bud orange-copper opening to nicely formed blooms of salmon, copper and gold.

DUQUESA DE PENARANDA. Large double flowers of cinnamon-peach color; fragrant. Strong, upright plants with attractive foliage. The autumn bloom is especially fine. A wonderful Rose that should be in every garden.

GIRONA. A heavy textured multi-colored Rose. Buds red and yellow, opening to rose and yellow. Good fragrance.

MRS. SAM McGREDY. Scarlet-copper-orange, flushed red outside. Good bloomer, fragrant.

PRESIDENT HERBERT HOOVER. Large flowers of flaming scarlet and yellow in the bud, opening to soft creamy yellow with scarlet markings. One of the most satisfactory garden Roses. Unusual growth, free blooming, especially in the autumn. Rich fragrance.

This group contains the very best standard kinds and any selections made from it will please.

PLANTING
INSTRUCTIONS
Will Be Included
With Each Order

Above Tried and Tested Rose Group
\$1.25 each 10 for \$12.00

50 or more \$1.00 each

STRONG 2-YEAR PLANTS

For Postage, Packing and Insurance on All Roses, Add 10c per Plant

ORDER
NOW
To Avoid
Disappointment

If You Do Not Have
Our General Catalog

Fall 1953 Spring 1954
Listing Shade Trees, Evergreens, Shrubs,
Vines, Hedges, Etc.
Ask for Catalog 112

SUBSTITUTIONS

When sold out in a variety we would like the privilege, and will substitute kinds of equal merit and value, unless instructed otherwise. We list many fine varieties and this will usually enable us to fill your order completely. THANKS.

Outstanding Patented Roses

Many of the finest of the new Roses are being patented. This naturally controls their propagation and prices to a large extent. We are privileged to distribute these Roses and use the greatest diligence to see that they reach you in prime condition. We have tested many varieties and recommend those listed below as particularly outstanding. However, we cannot be held responsible for their behavior, size, color, etc., all of which are beyond our control, since they are patented.



Chrysler Imperial

Pease

Mojave

PINK

CAPISTRANO. (Patent No. 922.) A glowing rose-pink flower noted for retaining its color without fading. Exceptionally large buds and blooms, rich lasting fragrance, extra long strong stems. One of the sturdiest Roses ever introduced. You will love it for its vigor, clear color, and immense size. **\$2.25 each; 3 for \$6.00.**

HELEN TRAUBEL. (Patent No. 1028.) All-America Rose Society Selection for 1952. Color varies with the weather, from a light sparkling pink, more often an apricot color, sometimes bordering on a rich bronzy orange. Long slender buds, large flower. **\$2.75 each; 3 for \$7.20.**

MISSION BELLS. (Patent No. 923.) Another All-America Award Winner, its long-pointed buds are a strikingly brilliant deep salmon-pink changing to clear shrimp-pink flowers, often measuring 5½ inches across. Disease resistant, heavily branched, beautiful copper-green foliage, richly fragrant. **\$2.25 each; 3 for \$6.00.**

SHOW GIRL. (Patent No. 646.) This is one of our finest "pinks", characterized by its sensationally long buds and deep pink, almost carmine color. Because of its magnificent buds and lasting qualities, it is particularly good for cutting. Long sturdy stems, large heavy-textured petals. **\$2.00 each; 3 for \$5.25.**

TALLYHO. (Patent No. 828.) A lovely old rose shade which is entirely new to Roses. The color on the inside of the petals is a varying but always a delightful and unique shade of pink. The outside of the petals is a rich crimson. The buds, before they unfold, are deep cardinal-red, ovoid in shape, opening to flowers with a spicy fragrance. They are very large when fully open, of perfect form and last exceedingly well. A. A. R. S. award for 1949. **\$2.00 each; 3 for \$5.25.**

YELLOW

ECLIPSE. (Patent No. 172.) The very long, slender, streamlined, yellow buds open to loose flowers with 25 to 30 golden yellow petals which hold their color well; fragrant. **\$1.75 each; 3 for \$4.65.**

FRED HOWARD. (Pat. No. 1006.) A rich yellow Rose with long buds, with soft pink touch at tips. Golden orange when fully opened. Tall grower, long cutting stems. **\$2.50 each; 3 for \$6.60.**

GOLDEN SCEPTER. (Patent No. 910.) Long pointed yellow buds that hold this exquisite yellow color into full bloom. **\$2.00 each; 3 for \$5.25.**

RED

CHARLOTTE ARMSTRONG. (Patent No. 455.) A long, unique blood-red bud changing into a magnificently brilliant cerise flower. A color you must see to appreciate. It is a tall rugged plant, hardier than most. Certainly one of our best red Roses. **\$2.25 each; 3 for \$6.00.**

CHRYSLER IMPERIAL. (Patent No. 1167.) All-America Rose Society selection for 1953. Long buds of maroon-velvet, opening into rich crimson-red. Iridescent colors changing when in shadow and sunlight. **\$2.75 each; 3 for \$7.20.**

NEW YORKER. (Patent No. 923.) A truly red, red Rose which retains its sparkling color from June until frost. Its extra large, beautifully formed blooms are a brilliant scarlet with rose-red undertones and rich velvety sheen. The flowers often measure 6½ inches across. Sturdy, upright and vigorous. **\$2.00 each; 3 for \$5.25.**

NOCTURNE. (Patent No. 713.) Long pointed buds and large velvety red blossoms. **\$2.00 each; 3 for \$5.25.**

TWO-TONED

MOJAVE. New. (Patent No. 1176.) All-America Rose selection for 1954. Long stemmed buds opening to an apricot-orange, with warm tints of scarlet and vermilion. Named for the famous California desert. **\$3.00 each; 3 for \$7.95.**

MME. HENRI GUILLOT. (Patent No. 337.) This outstanding beauty has no rival in form or color. The artistic, long urn-shaped buds open to 20-petaled flowers, 4½ inches across, watermelon to raspberry-pink color with golden base. **\$2.00 each; 3 for \$5.25.**

PEACE. (Patent No. 591.) A lovely Rose! The ovoid, golden yellow buds, etched with pink, open to beautiful, cupped canary-yellow to cream blooms of magnificent size. The fragrance is as delicate as the flower is beautiful. The plant is vigorous and hardy with very large, glossy, disease resistant foliage. "This Rose should have a place in every garden as a living symbol of peace on earth, good will toward men." **\$2.50 each; 3 for \$6.60.**

SUTTER'S GOLD. (Patent No. 885.) Features exquisite, long-pointed, bright yellow buds, richly shaded with orange and red. Strong, vigorous, free-branching, producing an abundance of blooms. Many large glossy leaves. We highly recommend this Bagatelle Gold Medal and 1950 A.A.R.S. winner. The most fragrant of all two-toned Roses. **\$2.25 each; 3 for \$6.00.**

FOR POST, PACKING AND INSURANCE ON ALL ROSES Add 10¢ per Plant

ROSE SPRAYS

ORTHO ROSE DUST

A multi-purpose powder containing powerful insecticides and fungicides. May be used as spray or dust. Easily mixed and applied.

8-oz. dust gun \$1.00
1 lb. 1.25

TRI-GEN COMBINED SPRAY TREATMENT

Complete Protection Against Plant Insects and Diseases. One of the most complete and satisfactory sprays for Roses. Controls leaf spot, mildew and insects. Nationally advertised and used.

8-oz. Kit (makes 8 qts.) \$1.50
"A" Kit (makes 16 qts.) 2.35
"B" Kit (makes 64 qts.) 6.00
"C" Kit (makes 32 qts.) 9.00

TRI-GEN DUST. Contains ingredients to control both chewing and sucking insects as well as mildew, black spot, and certain blights. (This is for those who would rather "dust" than "spray".)

1 lb. \$1.20
5 lbs. 5.00

For Postage and Insurance, add 15 per cent.

DUPONT'S FLORAL DUST

Excellent, contains the ingredients necessary to control the worst pests on Roses. This is a wettable powder, and can be used as a spray or dust.

1 lb. \$1.15 3 lbs. \$2.50

ROSE FERTILIZER

VIGORO. An excellent all-purpose plant food.

10 lbs. \$0.95 50 lbs. \$2.80
25 lbs. 1.70 100 lbs. 4.55

CLIMBING ROSES

Strong, 2-year plants: \$1.25 each; 10 for \$12.00, except as noted.

PINK

CLIMBING AMERICAN BEAUTY. Extremely beautiful light crimson buds and flowers. Very fragrant.

DR. NICOLAS. (Patent No. 457.) Everblooming Pillar Rose. The flowers are large, 4 to 5 inches across, with 50 petals, of rose-pink color with lovely fragrance. Magnificent clusters, three or four to a long, strong stem. **\$2.00 each; 3 for \$5.25.**

DR. W. VAN FLEET. Large flowers of exquisite flesh-pink, on long stems. Outstanding large flowered pink climber.

MARY WALLACE. Large, clear brilliant pink flowers. Fine for cutting.

NEW DAWN. An everblooming Dr. W. Van Fleet with the most lovely flesh-pink blossoms. Long stems, pointed buds. **\$1.50 each.**

White

CITY OF YORK. Hardy and a strong growing white climber. Semi-double creamy white with yellow anthers. **\$1.50 each.**

TESTED FLORIBUNDAS

Strong, 2-year plants.

Floribundas may be best recognized and described as large Polyanthas, both as to size of blossoms and height of bush. They are vigorous, free flowering and can be used for bedding, edging or as small shrubs in landscape designing. Becoming more and more popular.

PINK

FASHION. (Patent No. 789.) An entirely new color. Oriental red buds transforming into blooms of exquisite luminous coral-pink, suffused with gold. Continuous blooms in enormous clusters. Graceful wavy petals, delicate fragrance. **\$2.00 each; 3 for \$5.25.**

LILIBET. (Patent Applied For.) All-America Winner for 1954. Named in honor of Queen Elizabeth II. Color is light rose-pink in the bud to a soft pink in an open flower. Sturdy plants, good foliage and prolific bloomer. **\$2.50 each; 3 for \$6.60.**

MA PERKINS. (Patent No. 1143.) A sparkling coral-shell-pink, touch of yellow at the base. Quite fragrant. **\$2.25 each; 3 for \$6.00.**

POULSEN'S BEDDER. Strong, upright plant attaining a height of about three feet, producing masses of big, slightly ruffled blooms of clear, rich pink. **\$1.25 each; 3 for \$3.50.**

ROSENELE. The highest rated pink Floribunda. Silvery pink, good foliage, excellent grower. **\$1.25 each; 3 for \$3.50.**

WHITE

DAGMAR SPATH. A white sport of Lafayette. Large trusses of free-blooming white flowers. **\$1.25 each; 3 for \$3.50.**



Lilibet Floribunda

RED

IMPROVED LAFAYETTE. Glowing red blossoms suffused a vivid crimson. Upright and vigorous. **\$1.25 each; 3 for \$3.50.**

RED PINOCHIO. (Patent No. 812.) Buds are a rich carmine which gradually deepen and acquire a velvety cast as they open into bloom. Masses of flowers are borne in large, unfolding clusters, with individual blooms scattered between. The plants are free flowering, upright and vigorous. **\$1.50 each; 3 for \$3.90.**

VOGUE. (Patent No. 926.) All-America Rose Society selection for 1952. An outstanding Floribunda, cherry-coral color, prolific bloomer and large blossoms. Hardier than most Floribundas. **\$2.00 each; 3 for \$5.25.**

YELLOW

GOLDLOCKS. (Patent No. 672.) Rich, golden yellow. Buds shaped like Hybrid Teas open to very double blooms up to 3 inches across. This new, upright, cheery Floribunda will be an addition to any garden. The best yellow Floribunda ever originated. **\$1.50 each; 3 for \$3.90.**

SHRUB ROSES

2-year plants: \$1.50 each.

HUGONIS. ("Golden Rose of China.") The finest shrub Rose known. Blooms in May, its arching branches covered to the tips with single, yellow, cup-shaped flowers. Unsurpassed for mass effects and in the shrub border.

MAX GRAF. A clear pink, single Rose, much used to cover banks, walls and embankments. Belongs to the Rugosa family and is hardy.

For Post, Packing and Insurance on all Roses, add 10¢ per plant.



Vogue Floribunda



More detailed descriptions of all Fruit Trees can be found in our general Catalog. If interested write for Catalog No. 112.



CHERRIES

SUB-ACID

- EARLY RICHMOND. Red; medium; one of the earliest and best.
- MONTMORENCY. Large; red; late; hardy. One of the best.

PEARS

- BARTLETT. Large; golden yellow. Best quality. Aug. 15.
- KIEFFER. Large yellow tinted red. Firm; vigorous; productive. Blight-resistant; fair quality. Sept. 10-15.

PLUMS

- BURBANK. Violet or purple. Large, oval with yellow flesh. Productive and we think the best Japanese variety.
- DAMSON. Small, purple, productive, and excellent for preserving.

PRICES ON CHERRIES, PEARS, and PLUMS

	Each	5
4 to 5 ft.	\$1.75	\$7.50
5 to 6 ft.	2.00	8.75



Grow Your Own Fruit

Taste Better • Cost Less • Makes You More Independent

"The First Crop More Than Pays for the Price of the Trees"

Varieties Arranged
in Order of
Ripening

APPLES

SUMMER APPLES

- CLOSE. Early red, excellent for home use. July 1-5.
- EARLY TRANSPARENT. Waxy yellow; early and productive. Sub-acid. July 5-6.
- LODI. Yellow, tart, little later than Transparent. July 5-10.
- DUCHESSE. Early bearing, productive "red" strain. Mildly acid. July 10-15.
- GOLDEN SWEET. Yellow; productive. Hasn't a fault. Best sweet. July 20-30.
- POLLY EADES. Kentucky-developed. Ripens over a long period. August 5-10.
- HYSLOP CRAB. Tart, bright red and productive. Best Crab. August 15-20.

FALL APPLES

- WEALTHY. Large. Shaded dark red; tender. Heavy early bearer. Aug. 1 to Sept. 1.
- McINTOSH. Red; extra fine quality. Fall or early winter in Kentucky. Aug. 20-25.
- PADUCAH. New; red; productive. Better than Rome Beauty. Sept. 5-10.
- GRIMES GOLDEN. Yellow; heavy bearing. Excellent quality. Sept. 15-20.

WINTER APPLES

- JONATHAN. Red; medium; best quality. Sept. 15-20.
- BALDWIN. Red; large; fine quality; tree vigorous. Oct. 1-5.
- RED DELICIOUS. Highly colored Delicious of same quality. Sept. 20-30.
- YELLOW DELICIOUS. Yellow type of standard Delicious. Sept. 30 to Oct. 5.
- RED STAYMAN. More highly colored than ordinary Stayman. Oct. 5-10.
- TURLEY WINESAP. Rich red; conical; some like it better than Stayman. Oct. 10-15.
- ROME BEAUTY. Large; red; tender; sub-acid. Early bearer. Oct. 12-15.
- YORK IMPERIAL. Yellow shaded red. Early bearing and best late keeper. Oct. 15-20.

PRICE OF APPLES—2- and 3-year-old-Trees		Each	5	50
3 to 4 ft.	\$0.75	\$3.25	\$27.50
4 to 5 ft.	1.00	4.50	40.00
5 to 6 ft.	1.25	5.75	50.00

PEACHES

- MIKADO. Early yellow with red blush. Good quality. July 5-10.
- REDHAVEN. Early, yellow flesh, skin red. Excellent. July 10-15.
- RARITAN ROSE. The best early white-fleshed Peach. July 15-18.
- GOLDEN JUBILEE. Yellow with distinct blush. July 15-20.
- COLORA. Yellow flesh, hardy. July 20-25.
- OTHELLO. (July Heath.) Only clingstone on our list. White. July 25.
- SOUTH HAVEN. Hardy yellow Peach. Aug. 5-10.
- HALE-HAVEN. Yellow with blush. Aug. 5-10.
- BELLE OF GEORGIA. White, with decided blush. Aug. 10-12.
- ELBERTA. Large yellow shaded deep red. Aug. 10-12.
- J. H. HALE. Large, yellow, shaded red. Aug. 10-15.
- AFTERGLOW. Yellow flesh, hardy, excellent quality. August. 15-20.

	Each	5	50
3 to 4 ft.	\$0.75	\$3.25	\$27.50
4 to 5 ft.	1.00	4.50	40.00
5 to 6 ft.	1.25	5.75	50.00



Montmorency Cherry

Fruit Trees Cannot be Sent by Parcel Post

Length limitations prevent us from shipping fruit trees by Parcel Post. Please specify Express, Truck or Freight, and we will ship with transportation charges collect. Include price of plants only. Small Fruits, Roses, etc., can be sent by Post, and we ask that you include the amount or percentage specified under each of those items. Thank you.



STRAWBERRIES

We grow and sell the kinds which do best in Kentucky. Use Hillenmeyer's Tried and Tested Plants. All varieties listed are perfect flowering.

BLAKEMORE

Ripens a few days before Premier. Berries light red, conical and will remain firm a few days after ripening. Excellent for commercial or home use. Productive, good plant maker, and does well on rather poor soil. Our plants are the yellows-free strain. Plant Blakemore for profit.

CATSKILL

An outstanding midseason variety of high quality which is rapidly growing in popularity. Bright red. Excellent for home use.

PREMIER

One of the most popular Strawberries ever introduced. Good plant maker, frost resistant and prolific. The bright red berries are large, bluntly conical, of good quality and hold up in size to the very end of the season is favorable. The leading berry for market or home. No variety ever tested has been so deservedly popular and we recommend it as the best early and mid-season kind.

TENNESSEE SHIPPER (Patented)

This outstanding Strawberry seems destined to supplant the very popular and much planted Blakemore. Its light, bright color is most attractive and is admired by all who see it. It is early and of good size throughout an extremely long picking season. The berries are conical, firm, and with its raised calyx are easily "capped." They can be pulled without bruising and therefore do not have to be pinched. It has a long blooming period and if the early blossoms are killed by frost you will still get a fair crop. Vigorous and a good plant maker. An outstanding early berry for preserving, canning and shipping.

TENNESSEE BEAUTY (Patented)

This is the outstanding introduction of the University of Tennessee from its Strawberry breeding experiments. The berries are large, bluntly conical or wedge-shaped. They are an attractive glossy color, of good quality and are borne on semi-erect stems. The large bright green calyx gives the berries an attractive setting. It is vigorous, free of diseases, and a medium plant maker, but productive. An outstanding kind for home canning and market. You must plant some Tennessee Beauty.

PRICES OF ABOVE VARIETIES

	200 plants	500 plants	1000 plants
100 plants	\$2.00	\$5.00
200 plants	3.80	5.00
300 plants	5.40	1.00 to 3.00 plants
400 plants	6.80	3.100 to 5.000 plants

Ask for prices on larger quantities.

Our prices permit you to make a selection of above varieties listed. This is important when comparing prices. For Post, Packing and Insurance, Add 10c per 100.

EVERBEARING VARIETY

GEM. We have tried several varieties and found this to be the most productive and best so far under Central Kentucky conditions. For years we have referred to the everbearing varieties as "never bearer." However, a new method of culture has proven successful, provided you can water the plants during the summer months. If you do not have water available, we suggest you forget the everbearing varieties and plant varieties listed above.

PRICES ON GEM

- 50 plants \$2.25
- 100 plants 4.00
- 200 plants 7.60
- On our own grounds we have conducted experiments as outlined by the University of Kentucky, Department of Horticulture and suggest the following cultural directions.
- 1. Prepare your ground early if possible.
- 2. Set plants one foot apart each direction in beds, four rows wide. Leave two-foot walk between beds.
- 3. Cultivate for one month after planting. Then mulch with one to one and one-half inches of sawdust, shavings, or peat moss, but do not cover the plants!
- 4. Pick the blossoms until July 1st, then let them develop.
- 5. THE RUNNERS SHOULD BE REMOVED DURING THE ENTIRE SEASON.
- 6. Water as needed, and pick the berries about every third or fourth day.
- 7. Hand weed as needed, but do not disturb the mulch. Requirements—about 200 plants for the average size family.

Hillenmeyer's Famous Kentucky Blue Grass

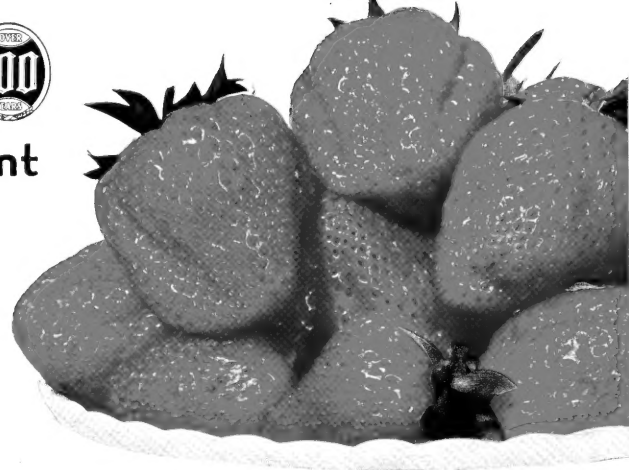
BLUE GRASS. Here in the heart of the famed Blue Grass Section of Kentucky, the best seed in the world is produced. Hillenmeyer Seed is of the highest quality, both as to purity and germination. Do not sow light, chaffy material of weak germination that carry many noxious weed seeds. Why gamble with poor seed? Plant the best.

SUNNY LAWN MIXTURE. For sowing new lawns or where you have a thin stand we recommend our Sunny Lawn Mixture. This consists of Blue Grass, White Clover, and other varieties for quick effect.

SHADY LAWN MIXTURE. A scientific mixture of grasses to be used in shady locations on which the sun does not shine more than 4 or 5 hours per day. Sow 2 to 3 lbs. to 1000 sq. ft. on thin lawn, 4 to 6 lbs. to 1000 sq. ft. on new lawn.

NOTE ON LAWN SEED. The Blue Grass seed crop is short, prices higher and the quality somewhat below average. However, we are maintaining a high standard and keeping our prices as low as possible under the circumstances and assure you that value will be given. These prices are a slight increase over those listed in our fall 1953 catalog.

	1 lb.	3 lbs.	10 lbs.
Blue Grass\$1.75	\$5.00	\$16.50
Sunny Lawn Seed1.75	5.00	16.50
Shady Lawn Seed1.50	4.35	14.00



Premier

CULTURAL DIRECTIONS FOR STRAWBERRIES Except Everbearers

WHEN PLANTS ARE RECEIVED. Plant at once if possible. If season is not favorable put in cool, moist place, BUT DO NOT WATER UNTIL PLANTED. They also may be unpacked and trenched in open ground.

WHEN TO PLANT. Late in March or April is the chosen time. Fall planting usually results in a complete failure.

SOIL. Strawberries respond to good soil and you should choose a fertile location. However, do not plant within one year after turning under sod as white grubs invariably cause trouble. Prepare the ground very thoroughly.

DISTANCE TO PLANT. The rows should be three and a half to four feet apart and the plants set about eighteen inches in the row. It requires about 7000 plants per acre.

CULTIVATION. During the summer keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve the vitality of your plants and produce a fine matted row. Keep the hoe and cultivator busy.

MULCHING. Protect by mulching with clean straw in fall or early winter after the ground is frozen. Do not apply too heavily as this smothers the plants. Leave on during the fruiting season as it conserves moisture and keeps the berries clean.

AFTER FRUITING. Immediately plow or narrow the original row to about 12 to 15 inches. Thoroughly cultivate the middle so as to give the new plants a chance to get established. Repeat the second year. We do not advise keeping beds more than two or three years.

FAMILY REQUIREMENTS. About three hundred, five hundred, or a thousand plants are required for a small, medium or large family.

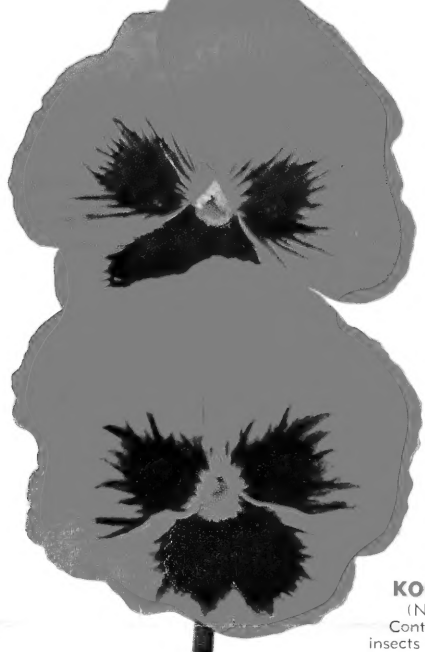
SELECTION OF VARIETIES. We shall be glad to make selections of suitable varieties if you want to leave this to us.

HOW TO PLANT STRAWBERRIES



Too Deep Too Shallow Just Right





PANSIES

Our plants of this popular flower are grown from seed of the choicest strains. Besides combining the finest selections from Pansy specialists, there is a further blending of additional separate colors that do not usually occur in the average mixture. **Large, strong transplants: \$1.00 per doz.; \$7.00 per 100. Post, packing and insurance, 15% additional.**

Plant Pansies early for best results.

SOIL SOAKERS

Plastic and Canvas. Connect to regular garden hose. Water seeps through canvas or holes in plastic. Ideal for watering beds, hedges, etc. **Plastic, 25-ft. length, \$3.98; 50-ft. length, \$5.98. Canvas, 18-ft. length, \$2.40; 30-ft. length, \$3.75; 50-ft. length, \$6.00.**



FLORAL DUST

(Dupont's)

An all-purpose spray designed especially for the home flower garden. **1 lb., \$1.15; 3 lbs., \$2.50.**



KOLO FRUIT SPRAY

(Niagara Chemical Co.)

Controls most chewing and sucking insects and fungus diseases on Apples, Peaches, Pears and Plums. For bearing trees, this "packaged spray" of ready mixed ingredients is a convenient time saver. **3 lbs. (makes 25 gallons), \$1.60; 1 lb. (makes 8 gallons), 65c.**



VEGETABLE GARDEN DUST

(Dupont's)

Controls diseases and insects. Will not harm plants. Safe to use up to harvest time. **1 lb., \$1.15; 3 lbs., \$2.50.**

FEENY DUSTERS

An excellent duster for the flower and fruit garden. **1-qt. size, \$2.25; 2-qt. size, \$4.25.**

KEN SPRAYALL

An all-purpose sprayer operated by pumping a telescopic extension. Nozzle varies spray from mist to full stream. Light weight. Easy to operate. Simple to clean. Women can pump easily and efficiently. **\$3.95, \$4.85, \$6.85, \$8.95.**

GREEN THUMB GLOVES

Chamois-like material. Washable, comfortable. For women only. Sizes, small, medium, large. **Price: 89c pair.**



Garden Center

We have a complete line of garden accessories, spray materials, etc., at our garden center. Space does not permit listing all of them, so we are showing some of the more popular items that can be shipped by mail. If you can visit our display, we think you will find many items of interest.

On All Accessories, Add 15% for Postage, Packing and Insurance.

ROSS ROOT FEEDER

A water lance that attaches to garden hose. Has chamber for fertilizer, which is dissolved as water passes through chamber. Convenient method of watering and feeding in one operation. Complete with 12 cartridges. **\$4.95.**

INSTANT VIGORO LIQUID FERTILIZER

Dissolve in water and spray. Feed through foliage or apply directly to roots. Easy and economical. A complete, all-purpose plant food.

**1-lb. can \$1.25
3-lb. can 3.00**



PLANT PROPS

Permanent metal stakes finished in green enamel. No tying necessary, since loop at top of stake slips around plant. **12-in. stakes, 7c each; 24 in., 12c each; 36 in., 15c each; 60 in., 22c each.**

BAMBOO STAKES

Ideal for tying up flowers in beds. Ours are painted green to make them less conspicuous. **24 in., 15c per doz.; 36 in., 25c per doz.**

"TWIST-EMS"

Handy plant tie. Green in color, quick and convenient. **Box of 200, 4 in. \$0.25
Box of 100, 8 in.25
250 ft., continuous 1.00**

On all accessories, add 15% for postage, packing, and insurance.

WEED KILLER FOR LAWNS

(Dupont's)

The efficient way to eliminate many of the undesirable weeds, such as dandelions, buckhorn, etc., in lawns. **8-oz. can, \$1.00; 32-oz. can, \$2.95.**



WEATHER VANES AND HOUSE SIGNS

Made of never rust aluminum. Many unusual designs—a variety of sizes. Add beauty and distinction to your home. That "different" gift for a friend. **\$7.25 up.**



"RACE HORSE AND JOCKEY"

Approx. 30" high, 24" long. **WV-289, \$13.50**

FLOWER BOXES

Made of metal. For use as porch or window boxes. **18 in. long, \$1.20; 24 in., \$1.35; 30 in., \$1.65; 36 in., \$2.25.**

VINE CLIPS

(Wayward)

When vines will not adhere to wall, use these to get them started. Easy to put on. **Box of 25, \$1.00.**

MOLE TRAPS

The most practical "harpoon type" of trap. **\$2.25 each.**

BIG STINKY FLY TRAP

It lures, traps and kills flies. Just bait once—after that it feeds on flies. Effective, safe and easy. It really works. **1/2-gal. trap, \$4.49; 1-gal. trap, \$4.95; extra bottle control fluid, \$1.50.**